

EXHIBIT 5



1825 EYE STREET, N.W. SUITE 900
WASHINGTON, DC 20006-5403
TELEPHONE: (202) 457-0160
FACSIMILE: (844) 670-6009
<http://www.dickinsonwright.com>

JENNY T. SLOCUM
JSlocum@dickinsonwright.com
(202) 659-6927

April 14, 2020

Cree Stock
17600 Yonge St
Newmarket, ON L3Y 4Z1
Canada
Email: support@creestock.com

VIA E-MAIL

Re: Unauthorized Use of Carhartt's Trademarks on Facemasks, Clothing, and Blankets

Dear Sir/Madam:

We represent Carhartt, Inc. ("Carhartt") in intellectual property matters. Carhartt owns exclusive rights in the CARHARTT name and trademark including in connection with its stylized "C" logo as depicted below for clothing, headwear, footwear and related items (the "Carhartt Marks") in both the United States and Canada. Carhartt has made extensive use of these marks, including on clothing for over 50 years, and the marks are famous. As a result, our client has developed a significant reputation in connection with the Carhartt Marks.



It has recently come to our client's attention that you are offering for sale unauthorized CARHARTT branded products, including but not limited to facemasks, sweatshirts, and blankets. See https://creestock.com/?s=Carhartt&post_type=product. These counterfeit products include direct copies of Carhartt's famous C Logo and CARHARTT mark, identical use and layout of the Carhartt protected font, and direct reference to "Carhartt" as the product names on your website. Screenshots reflecting your sale and distribution of these unauthorized items are copied below and at the top of the following page (see also Exhibits):



Carhartt Punisher Premium 3D FM
\$24.95 - \$79.95



Carhartt #3 3D FM
\$24.95 - \$79.95



Carhartt #2 3D FM
\$24.95 - \$79.95



Carhartt #1 3D FM
\$24.95 - \$79.95

Cree Stock
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 Page 2



[Carhartt Classic But Amazing High Quality ??? Baseball Jacket](#)

Select options



[Carhartt Classic Personalized Custom 3D Full Print Blanket](#)

\$74.99 - \$84.99



[Carhartt Classic Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo](#)

\$34.99 - \$99.50



[Carhartt Best Design Ever In Gray Personalized Custom 3D Full Print Blanket](#)

\$74.99 - \$84.99



[Carhartt Best Design Ever In Gray Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo](#)



[Carhartt Classic But Amazing In Gray Personalized Custom 3D Full Print Blanket](#)



[Carhartt Classic But Amazing In Gray Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo](#)



[Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo](#)

Such unauthorized use of the Carhartt Marks is a direct and egregious infringement of our client's trademark rights. The sale and distribution of these unauthorized counterfeit products falsely labelled as Carhartt products, and containing the Carhartt Marks, creates a likelihood of confusion and will lead consumers to mistakenly believe such products were designed, manufactured and distributed by Carhartt, or on behalf of Carhartt. Our client has not approved such use of its marks.

The purpose of this letter is to demand that you **immediately** cease and desist from any further use, sales, or display of the Carhartt Marks. In this regard, we require that you provide us by no later than **April 17, 2020**, and in writing:

1. confirmation that you have removed these products from any and all websites, retail stores, social media accounts, and any other location currently displaying, advertising and/or selling the same or similar variations;
2. confirmation that you have ceased all sales of these unauthorized items through any retail channels, including the Cree Stock website, as well as any affiliated retail channels;

Cree Stock
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Page 3

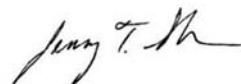
3. the identification of the designer, source, and manufacturer of these counterfeit products;
4. a full accounting of all inventory sold, the revenue collected and all inventory currently remaining in your possession bearing the Carhartt Marks; and
5. your undertaking that you will permanently refrain from any further distribution, advertisement, promotion and sale of any product bearing a Carhartt Mark or any similar variations thereof.

In addition, our client requires that you send all remaining inventory to our offices, to my attention at the address shown on this correspondence, by no later than April 22, 2020.

We have also submitted an intellectual property take down notice to your website, as well as a message via your “Contact Us” link. A copy of the submission request is included below. Your prompt cooperation is appreciated.

Please contact me with any questions.

Sincerely,



Jenny Slocum

cc: Carhartt, Inc.

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April 14, 2020
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EXHIBITS

SEARCH RESULTS FOR: CARHARTT

Home / Shop / Search results for "Carhartt"

Showing 1-20 of 29 results Filters +

Carhartt #9 3D FM
\$24.95 - \$79.95

Carhartt #8 3D FM
\$24.95 - \$79.95

Carhartt Punisher Premium 3D FM
\$24.95 - \$79.95

Carhartt #3 3D FM
\$24.95 - \$79.95

Carhartt #2 3D FM
\$24.95 - \$79.95

Carhartt #1 3D FM
\$24.95 - \$79.95

Carhartt Colour 3D FM
\$24.95 - \$79.95

Carhartt
\$24.95 - \$79.95

Carhartt
\$24.95 - \$79.95

BLANKET - Carhartt Color Waves Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$74.99 - \$84.99

Carhartt Color Waves Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50

-29%
Carhartt And Baby Yoda Happy St. Patricks Day Hoodie, T Shirt, Sweatshirt
\$26.95 - \$46.95

https://creestock.com/?s=Carhartt&post_type=product

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April 14, 2020
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Carhartt Classic But Amazing
Hoodie, T Shirt, Sweatshirt
\$26.95 - \$46.95



Carhartt Classic But Amazing
Premium Quality Leather Jacket -
40% OFF
\$99.95



Carhartt Classic But Amazing High
Quality ??? Baseball Jacket
\$59.99



Carhartt Classic Personalized
Custom 3D Full Print Blanket
\$74.99 - \$84.99



Carhartt Classic Personalized
Custom 3D Full Print Hoodie, T
Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50



Carhartt Best Design Ever in Gray
Personalized Custom 3D Full Print
Blanket
\$74.99 - \$84.99



Carhartt Best Design Ever in Gray
Personalized Custom 3D Full Print
Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50



Carhartt Classic But Amazing In
Gray Personalized Custom 3D Full
Print Blanket
\$74.99 - \$84.99

1 2 >

RESULTS FROM BLOG

[SHOW ALL BLOG RESULTS](#)

CORPORATE

[Contact Us](#)
[Privacy Policy](#)
[DMCA](#)
[Acceptable Use Policy Violations](#)

INFORMATION

[Track Order](#)
[Refund & Return](#)
[Shipping & Delivery](#)

MORE INFO

[Email: support@creestock.com](#)
[Address: 17600 Yonge St, Newmarket, ON L3Y 4Z1, Canada](#)
[Call: 1-877-733-2333](#)

https://creestock.com/?s=Carhartt&post_type=product

Cree Stock
April 14, 2020
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Home / Shop / Search results for "Carhartt" / Page 2

Showing 21-29 of 29 results Filters +

Carhartt Classic But Amazing In Gray Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50

Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$74.99 - \$84.99

Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50

Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$74.99 - \$84.99

Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$99.50

Carhartt Never Fade Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$59.99

Carhartt Classic But Amazing Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$59.99

Carhartt Best Design Ever Personalized Custom 3D Full Print Blanket
\$74.99 - \$84.99

< 1 2

RESULTS FROM BLOG

[SHOW ALL BLOG RESULTS](#)

https://creestock.com/page/2/?s=Carhartt&post_type=product

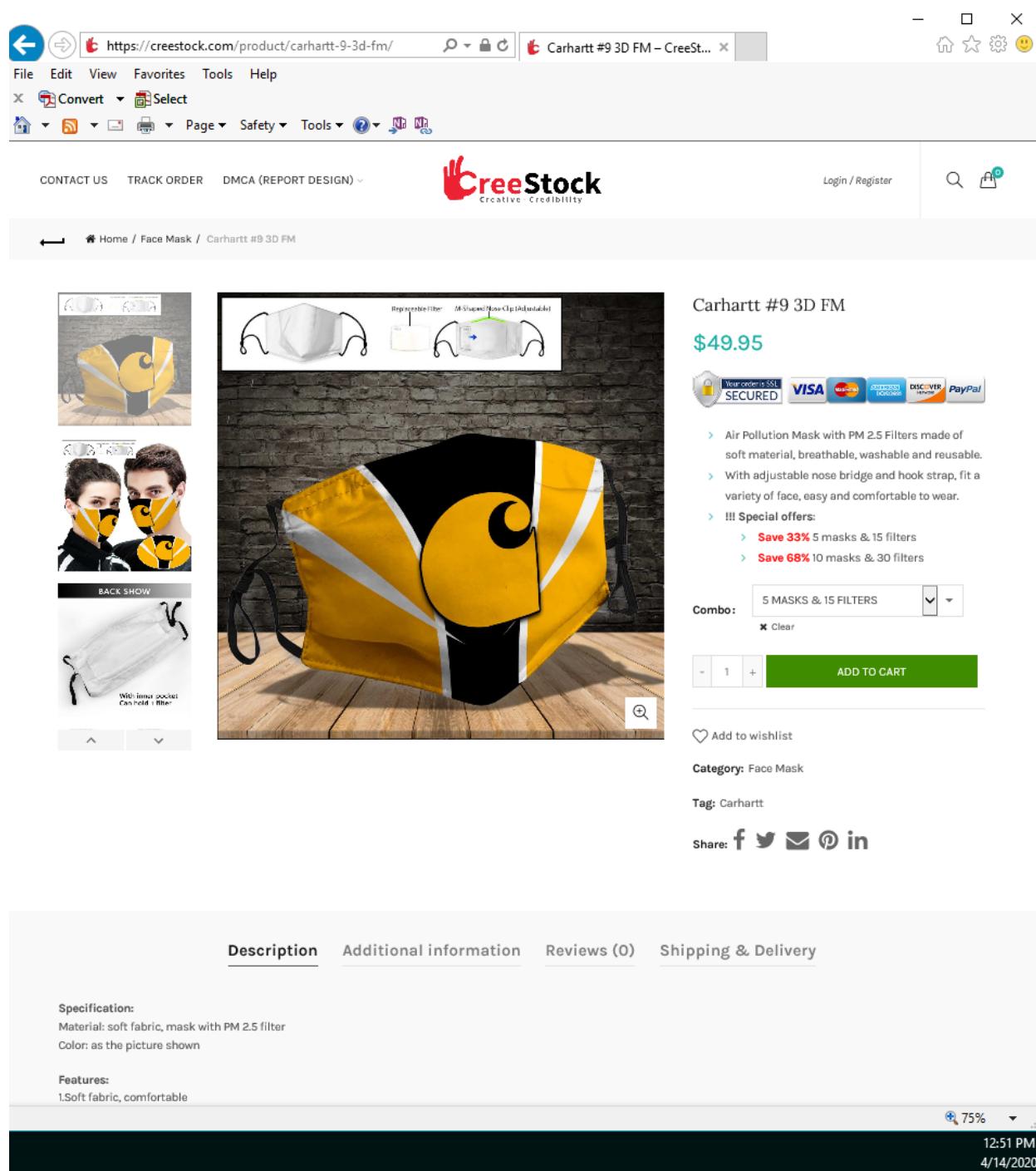
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Listing of the Cree Stock Campaign Url(s) contained on the Cree Stock Website:
https://creestock.com/?s=Carhartt&post_type=product

Individual Product URLs:

<https://creestock.com/product/carhartt-9-3d-fm/>
<https://creestock.com/product/carhartt-8-3d-fm/>
<https://creestock.com/product/carhartt-punisher-premium-3d-fm/>
<https://creestock.com/product/carhartt-3-3d-fm/>
<https://creestock.com/product/carhartt-2-3d-fm/>
<https://creestock.com/product/carhartt-1-3d-fm/>
<https://creestock.com/product/carhartt-colour-3d-fm/>
<https://creestock.com/product/carhartt-2/>
<https://creestock.com/product/carhart/>
<https://creestock.com/product/blanket-carhartt-color-waves-personalized-custom-3d-full-print-hoodie-t-shirt-jacket-pant-polo/>
<https://creestock.com/product/carhartt-color-waves-personalized-custom-3d-full-print-hoodie-t-shirt-jacket-pant-polo/>
<https://creestock.com/product/dnh0937-2d-print/>
<https://creestock.com/product/dnh0915-2d-print/>
<https://creestock.com/product/0490-high-quality-leather-jacket/>
<https://creestock.com/product/design-0158-high-quality-baseball-jacket/>
<https://creestock.com/product/blanket-design-5522/>
<https://creestock.com/product/design-5522/>
<https://creestock.com/product/blanket-design-4723/>
<https://creestock.com/product/design-4723/>
<https://creestock.com/product/blanket-design-3915/>
<https://creestock.com/product/design-3915/>
<https://creestock.com/product/blanket-design-3561/>
<https://creestock.com/product/design-3561/>
<https://creestock.com/product/blanket-design-3113-3d-full-print/>
<https://creestock.com/product/design-3113-3d-full-print/>
<https://creestock.com/product/design-2417-3d-full-print/>
<https://creestock.com/product/design-2242-3d-full-print/>
<https://creestock.com/product/design-0905-3d-full-print-blanket/>
<https://creestock.com/product/design-0905-3d-full-print/>

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The screenshot shows a web browser window with the URL <https://creestock.com/product/carhartt-9-3d-fm/>. The page is titled "Carhartt #9 3D FM – CreeStock". The main content features a large image of a yellow and black Carhartt face mask with a white "C" logo. To the left, there are smaller images showing the mask from different angles, including a couple wearing them. A detailed diagram at the top right shows the mask's components: a replaceable filter and an adjustable nose clip. The price is listed as \$49.95. Below the price, a "SECURED" badge with payment method icons (Visa, MasterCard, American Express, Discover, PayPal) is displayed. A list of features includes: Air Pollution Mask with PM 2.5 Filters made of soft material, breathable, washable and reusable; With adjustable nose bridge and hook strap, fit a variety of face, easy and comfortable to wear; and Special offers: Save 33% on 5 masks & 15 filters, and Save 68% on 10 masks & 30 filters. A dropdown menu for "Combo:" shows "5 MASKS & 15 FILTERS" selected. An "ADD TO CART" button is visible. The bottom of the page has tabs for "Description", "Additional information", "Reviews (0)", and "Shipping & Delivery". The "Description" tab is active. Under "Description", there are sections for "Specification" (Material: soft fabric, mask with PM 2.5 filter; Color: as the picture shown), "Features" (1. Soft fabric, comfortable), and a "Share" button with links to social media. The bottom right corner of the page shows a battery icon at 75%, the time 12:51 PM, and the date 4/14/2020.

<https://creestock.com/product/carhartt-9-3d-fm/>

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The screenshot shows a web browser window with the URL <https://creestock.com/product/design-3561/> in the address bar. The page is titled "Carhartt New Design Perso...". The main content features a large image of a black Carhartt hoodie with yellow accents and the word "Carhartt" printed vertically on the front. To the left, there are three smaller images of the same hoodie from different angles. On the right, product details are listed: "Carhartt New Design Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo" at \$54.99. A note says "NOT SOLD IN STORES" and "Tip: Free shipping for orders over \$100". Payment methods (SSL SECURED, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, PAYPAL) are shown. Selection dropdowns for "Style: Normal Hoodie" and "Size: L" are present. Text input fields for "Personalization Text On Front (Optional)" and "Personalization Text On Hand (Optional)" are available, both currently set to "\$0.00". An "Options amount" field is also at \$0.00. The "Final total" is \$54.99. A green "ADD TO CART" button is at the bottom. The browser status bar at the bottom right shows "75%", "12:52 PM", and "4/14/2020".

<https://creestock.com/product/design-3561/>

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April 14, 2020
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The screenshot shows a web browser window with the URL <https://creestock.com/product/blanket-carhartt-color-wa>. The page title is "BLANKET - Carhartt Color ...". The main content features two women holding up a large, quilted blanket with yellow and black Carhartt branding. The blanket has a large yellow wavy pattern with a Carhartt logo in the center, and the words "carhartt workwear" at the bottom. To the right of the image, the product details are listed: "BLANKET – Carhartt Color Waves Personalized Custom 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo" and the price "\$84.99". Below the price, it says "NOT SOLD IN STORES" and "Free shipping for orders over \$100". Payment methods (Visa, MasterCard, American Express, Discover, PayPal) are shown. A dropdown menu for size is set to "King". A text input field for "Customer's Text (Free)" is present. The "Options amount" is listed as "\$0.00" and the "Final total" as "\$84.99". Buttons for "ADD TO CART" and "Add to wishlist" are visible. The page also lists categories: "Blanket, Custom Front or Back" and tags: "Carhartt". Social sharing icons for Facebook, Twitter, Email, Pinterest, and LinkedIn are at the bottom.

A screenshot of a mobile device showing the same product page. At the top, there are tabs for "Description", "Additional information", "Reviews (0)", and "Shipping & Delivery". Below the tabs, there is a dark header bar with the text "75%", "1:00 PM", and "4/14/2020". The main content area is identical to the desktop version, featuring the Carhartt blanket image and product details.

<https://creestock.com/product/blanket-carhartt-color-waves-personalized-custom-3d-full-print-hoodie-t-shirt-jacket-pant-polo/>

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Screenshot of a web browser showing a product page for a Carhartt leather jacket on CreeStock.com.

The browser toolbar includes: File, Edit, View, Favorites, Tools, Help; Convert, Select; Home, RSS, Print, Page, Safety, Tools; and a search bar.

The page header shows the URL <https://creestock.com/product/0490-high-quality-leather-jacket>, the title "Carhartt Classic But Amazing Premium Quality Leather Jacket ~ 40% OFF", and the CreeStock logo.

The main content features:

- A large image of a brown Carhartt leather jacket with yellow accents and a hood.
- A smaller image showing three variations of the jacket: front view, back view, and side view.
- A promotional banner: "High Quality Leather Jacket" and "40% SALE OFF".
- Color options: * Brown, * Black.
- Size: -40%.
- Price: \$167.00 **\$99.95**.
- Text: **NOT SOLD IN STORES**
- Payment methods: SSL SECURED, VISA, MASTERCARD, DISCOVER, PAYPAL.
- Description: All products are made-to-order and proudly printed with the best screen printing or print to garment processes available.
- Why Buy From Us?:
 - Low Prices Everyday
 - Safe & Secure Ordering
 - Google Trusted Store
 - 90 Day's 100% Money-Back-Guarantee!
 - Award-Winning Customer Service!
 - 100% No Questions Asked Money-Back-Guarantee!
 - We Ship Worldwide / To Every?Country
 - Tracking Number's Available
- Limited stock available hurry and grab yours today!
- Color selection: Brown.
- Size selection: L.
- Personalization Text On Front (Optional): Your Text On Front (15 characters remaining).
- Personalization Text On Hand (Optional): Your Text On Hand (75% completion, 1:00 PM, 4/14/2020).
- Product URL: <https://creestock.com/product/0490-high-quality-leather-jacket/>

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The screenshot shows a web browser window with the URL <https://creestock.com/product/design-0158-high-quality-baseball-jacket/>. The page features the CreeStock logo at the top left and navigation links for CONTACT US, TRACK ORDER, and DMCA (REPORT DESIGN). On the right, there are links for Login / Register and a search bar. The main content area displays a large image of a dark blue baseball jacket with white piping and a yellow Carhartt script logo on the chest. Below this, a smaller image shows four other color options: blue, red, black, and pink. A yellow banner at the bottom of the main image reads "High Quality - 5 Colors Available !!!". To the right of the main image, the product name "Carhartt Classic But Amazing High Quality ??? Baseball Jacket" is displayed, along with the price "\$59.99". A note states "NOT SOLD IN STORES" and lists payment methods: SECURED, VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, and PAYPAL. A paragraph explains that all products are made-to-order and printed with the best screen printing or print-to-garment processes. A section titled "Why Buy From Us?" lists several reasons, including low prices, secure ordering, Google Trusted Store status, a 90-day money-back guarantee, award-winning customer service, 100% no questions asked money-back guarantee, worldwide shipping, and tracking number availability. A message encourages users to act quickly: "Limited stock available hurry and grab yours today!". Below this, dropdown menus allow users to select "Color: Navy" and "Size: L". A "Personalization Text On Front (Optional)" field is provided for replacing text on the front of the jacket, with a character limit of 15 characters remaining. A "Personalization Text On Hand (Optional)" field is provided for replacing text on the hand of the jacket, also with a character limit of 15 characters remaining. At the bottom right, there is a zoom control (75%), a timestamp (1:01 PM), and a date (4/14/2020).

<https://creestock.com/product/design-0158-high-quality-baseball-jacket/>

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DMCA Request:

The screenshot shows a web browser window with the URL <https://creestock.com/dmca/intellectual-property-claim/> in the address bar. The page title is "Intellectual Property Claim |...". The header includes links for CONTACT US, TRACK ORDER, DMCA (REPORT DESIGN), Login / Register, and a search bar.

INTELLECTUAL PROPERTY CLAIM

Home / DMCA / Intellectual Property Claim

Campaign Url(s) (required)
product/blanket-design-3561/; https://creestock.com/product/design-3561/; https://creestock.com/product/blanket-design-3113-3d-full-print/; https://creestock.com/product/

Your Contact Information

First Name (required)
Jenny

Last Name (required)
Slocum

Address Line 1 (required)
1825 I St N. W., Suite 900, Washington, D.C. 20006

States
District of Columbia

Country (required)
United States

Your Email (required)
JSlocum@dickinsonwright.com; CFraker@dickinsonwright.com; DWTrademarks@dickinsonwright.com

Phone Number (required)
202-659-6927

IP Claim Details

Are you the Rights Owner or an Agent? (required)
 Rights Owner Agent

IP Owner (Legal Name)
Carhartt, Inc.

The specific concern is (required)

75%
3:53 PM
4/14/2020

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The screenshot shows a web browser window with the URL <https://creestock.com/dmca/intellectual-property-claim/> in the address bar. The page title is "Intellectual Property Claim |...". The browser interface includes standard controls like back, forward, search, and refresh.

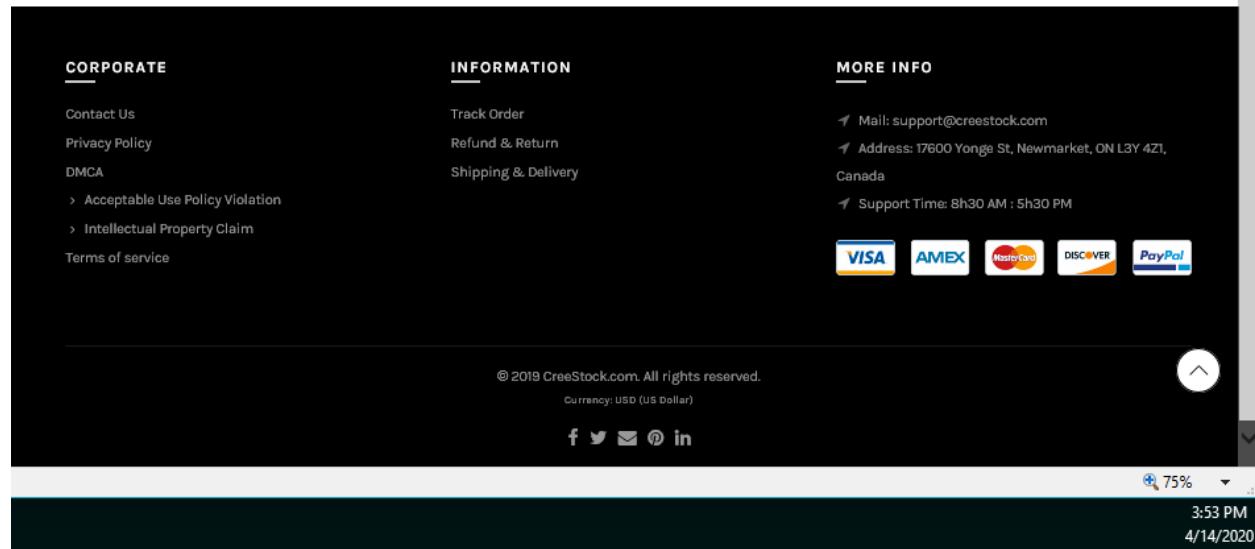
The main content area is a form for filing a DMCA intellectual property claim. It includes fields for:

- IP Owner (Legal Name): Carhartt, Inc.
- The specific concern is (required): Carhartt, Inc. owns exclusive IP rights in the CARHARTT name and trademark including its stylized "C" logo for clothing, headwear, footwear and related items worldwide, includ
- URL(s) to original work (required): www.carhartt.com
- Additional Information (Optional): These products are direct counterfeit products. We request disclosure of all identifying information that Cree Stock has in its possession concerning the total inventory sold, a

A section titled "Statement" contains two checkboxes:

- * I have a good faith belief that content(s) in the campaign described above violate(s) my rights described above or those held by the rights owner, and that the use of such content(s) is contrary to law.
- * I declare, under penalty of perjury, that the information completed above is correct and accurate and that I am the owner or agent of the owner of the rights described above.

A "SUBMIT" button is located at the bottom left of the form area.



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April 14, 2020
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“Contact Us” Submission:

The screenshot shows a web browser window with the URL <https://creestock.com/contact-us/>. The page title is "Contact Us | CreeStock.com". The main content area is titled "CONTACT US" and includes a breadcrumb trail: Home / Contact Us. The form fields are filled with the following information:

- Your Name (required): Jenny Slocum and Carly Fraker
- Your Email (required): JSlocum@dickinsonwright.com; CFraker@dickinsonwright.com; DWTrademarks@dickinsonwright.com
- Subject: Unauthorized Use of Carhartt Marks at https://creestock.com/?s=Carhartt&post_type=product Website
- Your Message:

We represent Carhartt, Inc. ("Carhartt") in intellectual property matters. Carhartt owns exclusive IP rights in the CARHARTT name and trademark including its stylized "C" logo for clothing, headwear, footwear and related items worldwide, including in both the United States and Canada. Carhartt's registered US trademarks include Reg. Nos. 1193235, 4302600, 4385038, 1836639, 1841700, 3595490, 5229413. Carhartt has made extensive use of these marks on clothing for over 50 years, and the marks are famous. The seller of the Carhartt-branded products advertised and sold via the URL campaign listed above (https://creestock.com/?s=Carhartt&post_type=product) is not authorized to do so by Carhartt. This seller is directly and egregiously infringing upon Carhartt's intellectual property rights through the marketing, sales, and distribution of these direct counterfeit products. We request disclosure of all identifying information that Cree Stock has in its possession concerning the total inventory sold, as well as the designer and source of these counterfeit products. We also request written confirmation that all counterfeit products have been removed and will no longer be sold via your website.

A "SEND" button is visible at the bottom left of the message area. At the bottom of the page, there is a footer with sections for CORPORATE, INFORMATION, and MORE INFO, along with payment method icons for VISA, AMEX, MasterCard, Discover, and PayPal. The footer also displays a battery level of 75%, the time 4:00 PM, and the date 4/14/2020.



1825 EYE STREET, N.W. SUITE 900
WASHINGTON, DC 20006-5403
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FACSIMILE: (844) 670-6009
<http://www.dickinsonwright.com>

JENNY T. SLOCUM
JSlocum@dickinsonwright.com
(202) 659-6927

April 14, 2020

Piper Mall
Email: support@pipermall.com

VIA E-MAIL

Re: Unauthorized Use of Carhartt's Trademarks on Facemasks, Clothing, and Blankets

Dear Sir/Madam:

We represent Carhartt, Inc. ("Carhartt") in intellectual property matters. Carhartt owns exclusive rights in the CARHARTT name and trademark including in connection with its stylized "C" logo as depicted below for clothing, headwear, footwear and related items (the "Carhartt Marks"). Carhartt has made extensive use of these marks, including on clothing for over 50 years, and the marks are famous. As a result, our client has developed a significant reputation in connection with the Carhartt Marks.



It has recently come to our client's attention that you are offering for sale unauthorized CARHARTT branded products, including but not limited to facemasks, sweatshirts, and blankets. See https://pipermall.com/?s=Carhartt&post_type=product. These counterfeit products include direct copies of Carhartt's famous C Logo and CARHARTT mark, identical use and layout of the Carhartt protected font, and direct reference to "Carhartt" as the product names on your website. Screenshots reflecting your sale and distribution of these unauthorized items are copied below and at the top of the following page (see also Exhibits):



Carhartt #6 This Is How I Save The World
\$24.95 - \$79.95



Carhartt #9 3D FM
\$24.95 - \$79.95



Carhartt #8 3D FM
\$24.95 - \$79.95



Carhartt Punisher Premium 3D FM
\$24.95 - \$79.95

Piper Mall
 April 14, 2020
 Page 2



Carhartt American Warrior 3D FM
 \$24.95 - \$79.95



Carhartt Personalized Custom Limited Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
 \$34.99 - \$99.50



Carhartt Personalized Custom Classic Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
 \$34.99 - \$99.50



Carhartt Classic But Amazing Premium Quality Leather Jacket - 40% OFF
 \$99.95



Carhartt Classic But Amazing High Quality - Baseball Jacket
 \$59.99



Carhartt Classic 3D Full Print Blanket
 \$74.99 - \$84.99



Carhartt Classic 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
 \$34.99 - \$99.50



Carhartt Best Design Ever In Gray 3D Full Print Blanket
 \$74.99 - \$84.99

Such unauthorized use of the Carhartt Marks is a direct and egregious infringement of our client's trademark rights. The sale and distribution of these unauthorized counterfeit products falsely labelled as Carhartt products, and containing the Carhartt Marks, creates a likelihood of confusion and will lead consumers to mistakenly believe such products were designed, manufactured and distributed by Carhartt, or on behalf of Carhartt. Our client has not approved such use of its marks.

The purpose of this letter is to demand that you **immediately** cease and desist from any further use, sales, or display of the Carhartt Marks. In this regard, we require that you provide us by no later than April 17, 2020, and in writing:

1. confirmation that you have removed these products from any and all websites, retail stores, social media accounts, and any other location currently displaying, advertising and/or selling the same or similar variations;
2. confirmation that you have ceased all sales of these unauthorized items through any retail channels, including the Piper Mall website, as well as any affiliated retail channels;

Piper Mall
April 14, 2020
Page 3

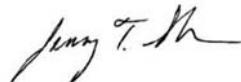
3. the identification of the designer, source, and manufacturer of these counterfeit products;
4. a full accounting of all inventory sold, the revenue collected and all inventory currently remaining in your possession bearing the Carhartt Marks; and
5. your undertaking that you will permanently refrain from any further distribution, advertisement, promotion and sale of any product bearing a Carhartt Mark or any similar variations thereof.

In addition, our client requires that you send all remaining inventory to our offices, to my attention at the address shown on this correspondence, by no later than April 22, 2020.

We have also submitted an intellectual property take down notice to your website, as well as a message via your “Contact Us” link. A copy of the submission request is included below. Your prompt cooperation is appreciated.

Please contact me with any questions.

Sincerely,



Jenny Slocum

cc: Carhartt, Inc.

Piper Mall
April 14, 2020
Page 4

EXHIBITS

The screenshot shows a web browser window with the URL https://pipermall.com/?s=Carhartt&post_type=product. The page title is "Search Results for 'Carhartt...'". The main content area displays a grid of 27 products, showing various Carhartt-themed face masks. Each product has a thumbnail image, the name, price range, and a "Filters +" link.

Product Name	Price Range
Carhartt #6 This Is How I Save The World	\$24.95 - \$79.95
Carhartt #9 3D FM	\$24.95 - \$79.95
Carhartt #8 3D FM	\$24.95 - \$79.95
Carhartt Punisher Premium 3D FM	\$24.95 - \$79.95
Carhartt #2 3D FM	\$24.95 - \$79.95
Carhartt #1 3D FM	\$24.95 - \$79.95
Carhartt Colour 3D FM	\$24.95 - \$79.95
Carhartt American Flag 3D FM	\$24.95 - \$79.95

At the bottom of the page, there are three additional items: a couple wearing face masks, a grey hoodie with a yellow Carhartt logo and a "YOUR NAME" patch, and a yellow hoodie with a yellow Carhartt logo. A promotional banner for "40% SALE OFF" is also visible.

https://pipermall.com/?s=Carhartt&post_type=product

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Page 5

Screenshot of a web browser showing search results for "Carhartt" on Piper Mall.

The search results page displays various Carhartt products:

- Carhartt American Warrior 3D FM**: \$24.95 - \$79.95
- Carhartt Personalized Custom Limited Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo**: \$34.99 - \$89.50
- Carhartt Personalized Custom Classic Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo**: \$34.99 - \$99.50
- Carhartt Classic But Amazing Premium Quality Leather Jacket - 40% OFF**: \$99.95
- Carhartt Classic But Amazing High Quality _♦_ Baseball Jacket**: \$59.99
- Carhartt Classic 3D Full Print Blanket**: \$74.99 - \$84.99
- Carhartt Classic 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo**: \$34.99 - \$99.50
- Carhartt Best Design Ever In Gray 3D Full Print Blanket**: \$74.99 - \$84.99
- Carhartt Workwear Hoodie**: \$34.99 - \$99.50
- Carhartt Workwear Blanket**: \$74.99 - \$84.99

The browser interface includes a back button, forward button, address bar (https://pipermall.com/?s=Carhartt&post_type=product), search bar (Search Results for "Carhartt..."), and various browser controls like refresh, stop, and search.

https://pipermall.com/?s=Carhartt&post_type=product

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Page 6

https://pipermall.com/page/2/?s=Carhartt&post_type=product

CONTACT US TRACK ORDER DMCA (REPORT DESIGN)  Login / Register

SEARCH RESULTS FOR: CARHARTT

Showing 21-24 of 24 results [Filters +](#)


Carhartt Never Fade 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$59.99


Carhartt Classic But Amazing 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$59.99


Carhartt Best Design Ever 3D Full Print Blanket
\$74.99 - \$84.99


Carhartt Best Design Ever 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
\$34.99 - \$59.99

< 1 2 >

CORPORATE

Contact Us
Privacy Policy
DMCA
Acceptable Use Policy Violation
Intellectual Property Claim
TERMS OF SERVICE

INFORMATION

Track Order
Refund & Return
Shipping & Delivery
TERMS OF SERVICE

MORE INFO

support@pipermall.com
Support Time: 8h30 AM : 5h30 PM

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Currency: USD (US Dollar)

f t e p in

75%
2:35 PM
4/14/2020

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Page 7

Listing of the Piper Mall Campaign Url(s) contained on the Piper Mall Website:
https://pipermall.com/?s=Carhartt&post_type=product

Individual Product URLs:

<https://pipermall.com/product/carhartt-8-3d-fm/>
<https://pipermall.com/product/carhartt-punisher-premium-3d-fm/>
<https://pipermall.com/product/carhartt-2-3d-fm/>
<https://pipermall.com/product/carhartt-1-3d-fm/>
<https://pipermall.com/product/carhartt-colour-3d-fm/>
<https://pipermall.com/product/carhartt-american-flag-3d-fm/>
<https://pipermall.com/product/carhartt-american-warrior-3d-fm/>
<https://pipermall.com/product/design-qdn0197cus-3d-full-print/>
<https://pipermall.com/product/design-qdn0184cus-3d-full-print/>
<https://pipermall.com/product/0490-high-quality-leather-jacket/>
<https://pipermall.com/product/design-0158-high-quality-baseball-jacket/>
<https://pipermall.com/product/blanket-design-5522/>
<https://pipermall.com/product/design-5522/>
<https://pipermall.com/product/blanket-design-4723/>
<https://pipermall.com/product/design-4723/>
<https://pipermall.com/product/blanket-design-3915/>
<https://pipermall.com/product/design-3915/>
<https://pipermall.com/product/blanket-design-3561/>
<https://pipermall.com/product/design-3561/>
<https://pipermall.com/product/blanket-design-3113-3d-full-print/>
<https://pipermall.com/product/design-3113-3d-full-print/>
<https://pipermall.com/product/design-2417-3d-full-print/>
<https://pipermall.com/product/design-2242-3d-full-print/>
<https://pipermall.com/product/design-0905-3d-full-print-blanket/>
<https://pipermall.com/product/design-0905-3d-full-print/>

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Page 8

The screenshot shows a web browser window for the PiperMall website (<https://pipermall.com/product/carhartt-1-3d-fm/>). The page displays a product for a "Carhartt #1 3D FM" face mask. The main image features a man and a woman wearing the white face mask with yellow and black stripes. To the left, there are smaller images showing the mask from different angles and a close-up of the filter area. The price is listed as \$49.95. Below the price, a note states: "Usually, one filter can be used for 30 days. It is recommended to change at any time during heavy pollution periods." A "Filter Activated Carbon PM 2.5 FM" is mentioned. Payment methods accepted are SSL SECURED, VISA, MasterCard, AMERICAN EXPRESS, DISCOVER, and PAYPAL. A dropdown menu indicates a "Combo: 5 MASKS & 15 FILTERS". The "ADD TO CART" button is visible. Below the product details, there are links for "Description", "Additional information", "Reviews (0)", and "Shipping & Delivery". A note below the reviews says: "Usually, one filter can be used for 30 days. It is recommended to change at any time during heavy pollution periods." The "Additional information" section contains text about the filter: "Filter Activated Carbon PM 2.5 FM. Do you have problem with dust chemicals, smoke and particles. Do you want to enjoy a free outdoor life? Common Filter? It has no effect. Moving purifying respirator? It is large and burden. That's a good reason to buy this Filter Activated Carbon PM 2.5 FM. Refused to be a human vacuum cleaner. A must-have for outdoor activity suitable for dust, anti-vehicle exhaust, anti-pollen allergy, PM2.5, for cycling, hiking, skiing, and other outdoor activities." At the bottom right, there is a timestamp: "2:37 PM 4/14/2020" and a battery icon showing "75%".

<https://pipermall.com/product/carhartt-1-3d-fm/>

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Page 9

Screenshot of a web browser showing a product page for a Carhartt Personalized Custom Limited Design 3D Full Print Hoodie on Piper Mall.

The page includes:

- Header with navigation icons (Back, Forward, Home, etc.) and a search bar.
- Piper Mall logo and "Creative - Diversified" tagline.
- User account links: Login / Register.
- Breadcrumbs: Home / Tool / Carhartt Personalized Custom Limited Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo.
- Product image:
 - Main image: A dark hoodie with a skull graphic and dog tags, with a red box labeled "NAME CAN BE CUSTOM" pointing to the chest area.
 - Three smaller images showing different views of the hoodie.
 - A zoomed-in view of the chest area with a red box labeled "NAME CAN BE CUSTOM".
- Product details:
 - Carhartt Personalized Custom Limited Design 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo
 - \$54.99
 - **NOT SOLD IN STORES**
 - Tip: Free shipping for orders over \$100
- Payment method: Your order is SSL SECURED (with logos for VISA, MasterCard, American Express, Discover, and PayPal).
- Product selection dropdowns:
 - Style: Normal Hoodie
 - Size: L
- Customization field:
 - *YOUR NAME
 - Example: Your Name
 - 12 characters remaining
 - Please provide the name and number you want.
- Price summary:
 - Options amount: \$0.00
 - Final total: \$54.99
- Add-to-cart button: ADD TO CART
- Wishlist button: Add to wishlist
- Size guide link: Size Guide
- Category: Apparel .. Tool
- Device status: 75% (battery icon)
- Date and time: 2:38 PM 4/14/2020

<https://pipermall.com/product/design-qdn0197cus-3d-full-print/>

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Screenshot of a web browser showing a product page for a yellow Carhartt hoodie on the Piper Mall website.

The browser toolbar includes: Back, Forward, Home, Convert, Select, Page, Safety, Tools, and a search bar with the URL <https://pipermall.com/product/design-5522/>.

The Piper Mall logo is at the top right, with "Pipermall" in red and "Creative - Diversified" below it. Navigation links include CONTACT US, TRACK ORDER, DMCA (REPORT DESIGN), Login / Register, and a search icon.

The breadcrumb navigation shows: Home / Apparel / Carhartt Classic 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo.

The main image shows a yellow Carhartt hoodie with "Carhartt" and "workwear" printed on the front and sleeves. Three smaller images show different views of the hoodie.

Product details:

- Carhartt Classic 3D Full Print Hoodie, T Shirt, Jacket, Pant, Polo**
- \$54.99**
- **NOT SOLD IN STORES****
- Tip: Free shipping for orders over \$100**
- Payment methods: SECURED, VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, PAYPAL

Product options:

- Style: Normal Hoodie
- Size: L

Action buttons:

- 1 +
- ADD TO CART

Other buttons:

- Add to wishlist
- Categories: A-League, Apparel
- Tag: Carhartt
- Share: f t e p in

Description tab:

When you have your correct measurements, you can easily [Find Your Size](#)

- Because of lighting and display, there will be a little color difference, please understand.
- Item Material: Tixi (Cotton 35% + PE 65%). We won't accept changing/refunding request if you just do not like this material

You may also like... (A dark banner with a magnifying glass icon and a progress bar showing 75%)

<https://pipermall.com/product/design-5522/>

Piper Mall
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Page 11

The screenshot shows a web browser window with the URL <https://pipermall.com/product/blanket-design-4723/>. The page is titled "Carhartt Best Design Ever In Gray 3D Full Print Blanket". The price is listed as \$84.99. Payment methods accepted include VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, and PAYPAL. A size dropdown menu shows "King" selected. The "ADD TO CART" button is highlighted in green. Below the product image, there are tabs for "Description", "Additional information", "Reviews (0)", and "Shipping & Delivery". A note says "When you have your correct measurements, you can easily [Find Your Size](#)". A list of two items follows:

- > Because of lighting and display, there will be a little color difference, please understand.
- > Item Material: Tixi (Cotton 35% + PE 65%). We won't accept changing/refunding request if you just do not like this material

At the bottom right, there is a timestamp: 2:40 PM 4/14/2020. The browser interface includes various navigation and search tools.

<https://pipermall.com/product/blanket-design-4723/>

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April 14, 2020
Page 12

The screenshot shows a web browser window with the URL <https://pipermall.com/product/design-0158-high-quality-baseball-jacket/>. The page is titled "Carhartt Classic But Amazing High Quality _diamond_ Baseball Jacket". The price is listed as \$59.99. A note states "**NOT SOLD IN STORES**". Payment methods accepted include VISA, MasterCard, American Express, Discover, and PayPal. A security badge indicates "Your order is SSL SECURED". The page claims all products are made-to-order and printed with the best screen printing or print-to-garment processes available. A "Why Buy From Us?" section lists various benefits. A callout box at the bottom left of the main image area says "High Quality - 5 Colors Available !!!" and shows five smaller images of the jacket in blue, red, black, white, and pink. Below the main image is a zoomed-in view of the jacket's sleeve. The page includes a color dropdown set to "Navy", a size dropdown set to "L", a quantity selector with a value of "1", and an "ADD TO CART" button. A "Add to wishlist" link is also present. The browser interface shows standard navigation buttons, a search bar, and a user account link "Login / Register". The status bar at the bottom right shows the time as 2:40 PM and the date as 4/14/2020.

<https://pipermall.com/product/design-0158-high-quality-baseball-jacket/>

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DMCA Request

The screenshot shows a web browser window with the URL <https://pipermall.com/dmca/intellectual-property-claim/> in the address bar. The page title is "Intellectual Property Claim". The main content area is titled "INTELLECTUAL PROPERTY CLAIM" and includes a breadcrumb navigation: Home / DMCA / Intellectual Property Claim.

Campaign Url(s) (required)
nall.com/product/design-2242-3d-full-print/; https://pipermall.com/product/design-0905-3d-full-print-blanket/; https://pipermall.com/product/design-0905-3d-full-print/

Your Contact Information

First Name (required)
Jenny

Last Name (required)
Slocum

Address Line 1 (required)
1825 I St N.W., Suite 900, Washington, D.C. 20006

States
District of Columbia

Country (required)
United States

Your Email (required)
JSlocum@dickinsonwright.com

Phone Number (required)
202-659-6927

IP Claim Details

Are you the Rights Owner or an Agent? (required)
 Rights Owner Agent

IP Owner (Legal Name)
Carhartt, Inc.

The specific concern is (required)
[Redacted]

75% 4:36 PM 4/14/2020

Piper Mall
April 14, 2020
Page 14

The screenshot shows a web browser window with the URL <https://pipermall.com/dmca/intellectual-property-claim/> in the address bar. The page title is "Intellectual Property Claim |...". The browser interface includes standard buttons like back, forward, search, and refresh, along with a toolbar with icons for convert, select, and other functions.

The main content area is titled "Intellectual Property Claim". It features the PiperMall logo and navigation links for "CONTACT US", "TRACK ORDER", and "DMCA (REPORT DESIGN)". There are also "Login / Register" and search buttons.

Form fields include:

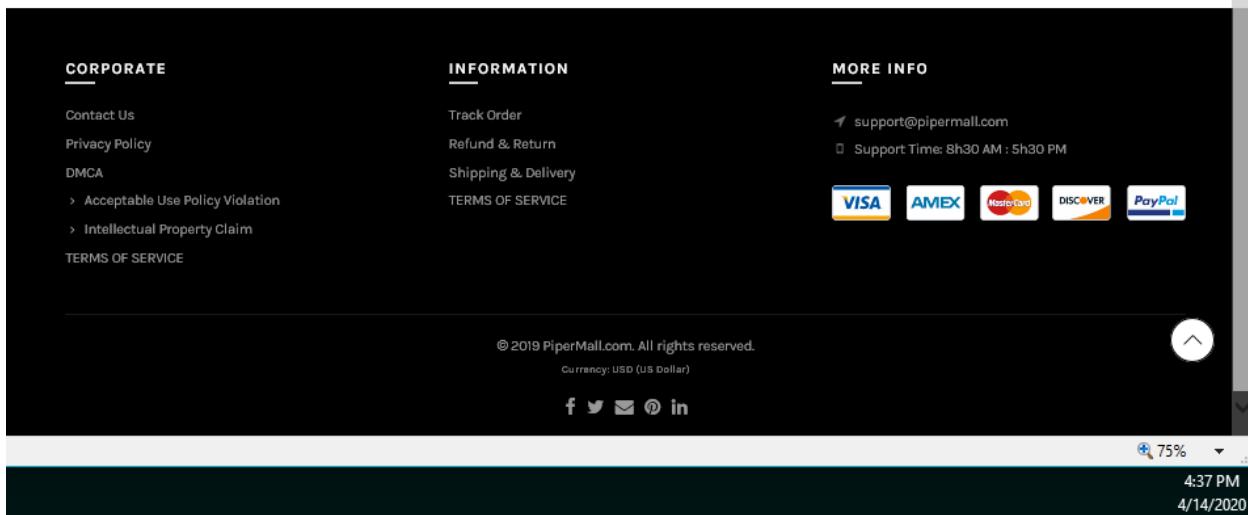
- "Rights Owner" (radio button) and "Agent" (radio button) selected.
- "IP Owner (Legal Name)" field containing "Carhartt, Inc."
- "The specific concern is (required)" field containing "Carhartt, Inc. owns exclusive IP rights in the CARHARTT name and trademark including its stylized "C" logo for clothing, headwear, footwear and related items worldwide, i"
- "URL(s) to original work (required)" field containing "www.carhartt.com"
- "Additional Information (Optional)" field containing "These products are direct counterfeit products. We request disclosure of all identifying information that Piper Mall has in its possession concerning the total inventory sold, as"

A section titled "Statement" contains the following text and checkboxes:

* I have a good faith belief that content(s) in the campaign described above violate(s) my rights described above or those held by the rights owner, and that the use of such content(s) is contrary to law.

* I declare, under penalty of perjury, that the information completed above is correct and accurate and that I am the owner or agent of the owner of the rights described above.

I have read and accept the statements above.



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“Contact Us” Submission:

The screenshot shows a web browser window with the URL <https://pipermall.com/contact-us>. The page title is "Contact Us | PiperMall.com". The main content area is titled "CONTACT US" and includes a breadcrumb trail: Home / Contact Us.

Your Name (required)
Jenny Slocum and Carly Fraker

Your Email (required)
JSlocum@dickinsonwright.com

Subject
Unauthorized Use of Carhartt Marks at https://pipermall.com/?s=Carhartt&post_type=product

Your Message

We represent Carhartt, Inc. ("Carhartt") in intellectual property matters. Carhartt owns exclusive IP rights in the CARHARTT name and trademark including its stylized "C" logo for clothing, headwear, footwear and related items worldwide, including in both the United States and Canada. Carhartt's registered US trademarks include Reg. Nos. 1193235, 4302600, 4385038, 1836639, 1841700, 3595490, 5229413. Carhartt has made extensive use of these marks on clothing for over 50 years, and the marks are famous. The seller of the Carhartt-branded products advertised and sold via the URL campaign listed above (https://pipermall.com/?s=Carhartt&post_type=product) is not authorized to do so by Carhartt. This seller is directly and egregiously infringing upon Carhartt's intellectual property rights through the marketing, sales, and distribution of these direct counterfeit products. We request disclosure of all identifying information that Piper Mall has in its possession concerning the total inventory sold, as well as the designer and source of these counterfeit products. We also request written confirmation that all counterfeit products have been removed and will no longer be sold via your website.

SEND

CORPORATE

- Contact Us
- Privacy Policy
- DMCA
- > Acceptable Use Policy Violation
- > Intellectual Property Claim

TERMS OF SERVICE

INFORMATION

- Track Order
- Refund & Return
- Shipping & Delivery
- TERMS OF SERVICE

MORE INFO

- support@pipermall.com
- Support Time: 8h30 AM : 5h30 PM

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75% 4:41 PM 4/14/2020